



**'93 INDY 500 CHAMPION.**

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16 mg "tar," 1.2 mg nicotine av. per cigarette by FTC method.

70000-007

**VOID** GENERAL'S WARNING: Quitting Smoking  
Now Greatly Reduces Serious Risks to Your Health.



Present this Special Ticket Offer  
at the area designated on the front  
of this card.



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Limit to Twenty-one year olds or older.  
No cash accepted. Nontransferable.

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**SMOKERS SURVEY CONTINUED**

1. What is your regular brand of cigarette that is, the brand you smoke most often?

(Brand name)

2. In your regular brand...? (Check one) ☐ Lights/Low Tar ☐ Ultra/Low Tar ☐ Full Flavor
- ☐ Light/Mild ☐ Medium ☐ Full Flavor
3. Do you usually buy it by the...? ☐ Pack ☐ Carton ☐ Both Ways
4. How much do you usually smoke per day? ☐ Less than 1 year ☐ 1 to 2 years ☐ 2 to 3 years
5. What...? ☐ 2 to 3 years ☐ Over 3 years

6. Which of the following statements best describes the way you use cigarette coupons? (Check one answer below)

- ☐ I use almost all cigarette coupons I get
- ☐ I occasionally use coupons for cigarettes, even if they are for my regular brand
- ☐ I only use coupons if they are for my regular brand
- ☐ I never use coupons to buy cigarettes
7. Which of the following best describes you? (Check one answer)
- ☐ White/Caucasian ☐ Asian
- ☐ African-American/Black ☐ American Indian
- ☐ Hispanic ☐ Other



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Good toward purchase of \$25  
or more from the  
Official Track Gear Catalog.

Expires December 31, 1993. \$5.00 off Marlboro World Championship Team Official Track Gear. Limit one coupon toward your next Official Track Gear purchase. Limited to smokers 21 years of age or older. \$5.00 off Official Track Gear only available through the Official Track Gear Catalog. Limit one coupon per order. Not to be transferred, sold, or resold. No taxolite exception. Any other use constitutes fraud. Offer good only in U.S.A. Offer void in Canada and wherever it is otherwise prohibited. Offer valid in Puerto Rico and its advertising agencies' employees. Cash value .0001.

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**VOID**

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8. Please list all the brands of cigarettes you smoked at least one pack of in the past two weeks. How many packs did you smoke of each brand? (Use as many lines as you need. Write in exact number of packs for each brand below. Note: 1 Packet = 10 packs.)

Brand Name \_\_\_\_\_ # of Packs \_\_\_\_\_

Brand Name \_\_\_\_\_ # of Packs \_\_\_\_\_

Brand Name \_\_\_\_\_ # of Packs \_\_\_\_\_

Brand Name \_\_\_\_\_ # of Packs \_\_\_\_\_

9. Please indicate below the extent to which you use cigarette offers, such as a free gift with purchase, a 2 for 1, or special low prices. (Check one answer.)

I look for special offers for my cigarettes... ☐ Frequently ☐ Occasionally ☐ Never

I take advantage of special offers for brands other than my regular brand... ☐ Frequently ☐ Occasionally ☐ Never

10. Which of the following do you enjoy on a regular basis? (Check all that apply.)

- ☐ Travel ☐ Bowling ☐ Work on car
- ☐ Personal computers ☐ Golf ☐ Television at home
- ☐ Photography ☐ Attend auto racing ☐ Tennis
- ☐ Spectator sports ☐ Movies ☐ Fishing
- ☐ Go to amusement parks ☐ Go home repair ☐ Go to sports/nightclubs

11. Please remove my name from your mailing list.

By responding to the survey above and signing below, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive two samples of cigarettes and nicotine tests in the mail, subject to Marlboro's privacy and limited use.

Signature \_\_\_\_\_ Date of Birth \_\_\_\_\_